What is claimed is:

1. A system for creating and managing a site accessible as a wireless access protocol portal by terminals of different types and including a plurality of pages, characterized by:

5   a site structure database (11) containing data indicating how accessible content is organized at the site in terms of the pages and their interrelationships, and also indicating for each page and each terminal type a template according to which content for the page is to be provided; and

10   a site management application (12) for maintaining the site structure database (11).

2. A system as in claim 1, also for providing access to the wireless access protocol portal and further characterized by:

        a templates data store (14) including templates according
15   to which content for the pages is to be provided for different terminal types;

        a content data store (16) including content for the pages, possibly differing for the different terminal types; and

20   a content delivery application (15), responsive to a request for a page from a terminal of one or another of the terminal types, for creating the requested page at runtime based on a terminal type included in the request, using information retrieved from the site structure database (11),
25   information retrieved from the templates data store (14), and information retrieved from the content data store (16), all of the information indexed by information included in the request and indicating the page and the terminal type.

3. A method for creating and managing a site accessible as a
30   wireless access protocol portal by terminals of different types

and including a plurality of pages, characterized by:

a step in which a site structure database (11) is provided containing data indicating how accessible content is organized at the site in terms of the pages and their interrelationships, and also indicating for each page and each terminal type a template according to which content for the page is to be provided; and

a step in which a site management application (12) maintains the site structure database (11).

4. A method as in claim 3, also for providing access to the wireless access protocol portal and further characterized by:

a step in which a templates data store (14) is provided including templates according to which content for the pages is to be provided for different terminal types;

a step in which a content data store (16) is provided including content for the pages, possibly differing for the different terminal types; and

a step in which a content delivery application (15), in response to a request for a page from a terminal of one or another of the terminal types, creates the requested page at runtime based on a terminal type included in the request, using information retrieved from the site structure database (11), information retrieved from the templates data store (14), and information retrieved from the content data store (16), all of the information indexed by information included in the request and indicating the page and the terminal type.

5. A computer program product comprising: a computer readable storage structure embodying computer program code thereon for execution by one or more computer processors, with said computer program code characterized in that it includes instructions for performing the steps of the method of claim 3.

6. A computer program product comprising: a computer readable storage structure embodying computer program code thereon for execution by one or more computer processors, with said computer program code characterized in that it includes instructions for performing the steps of the method of claim 4.